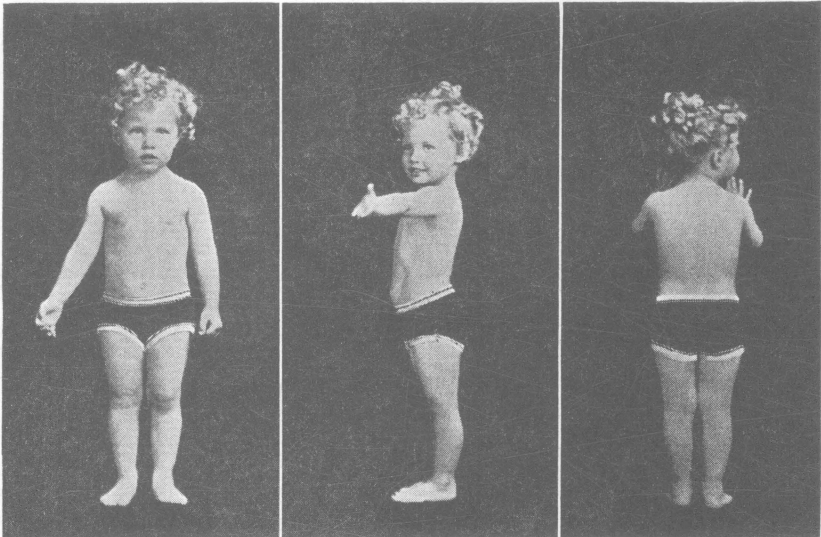


MILK AS FOOD



Outward signs of health and a well developed body in growth.

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DECEMBER, 1942

MILK AS FOOD



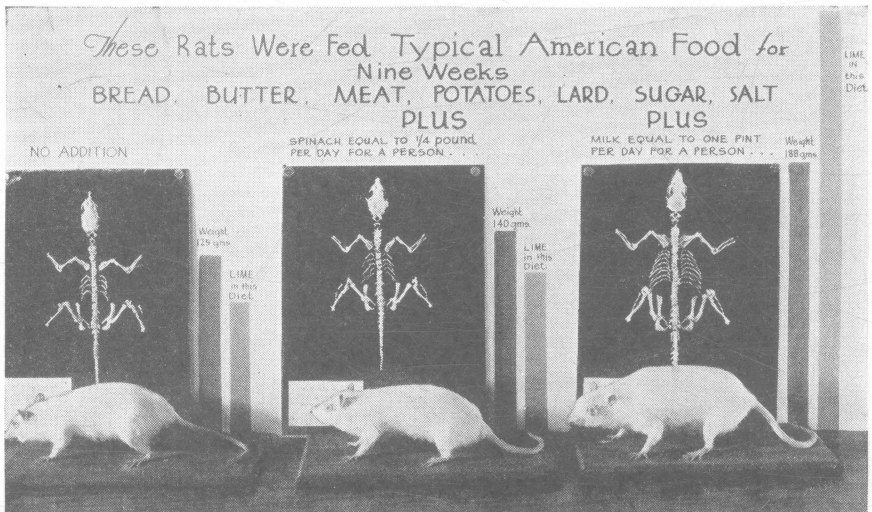
WE AMERICANS NEED BETTER FOOD

PHYSICAL examination of our school children, the U. S. Army draftees, and others has revealed a condition of inferiority in a considerable number of them, usually one-fourth to one-third of those tested. Poor teeth, crooked bones, flabby muscles, blotchy skins, and other defects indicated impaired health.

When a farmer sees such signs in his animals, he knows something is wrong and he usually correctly blames the feed. He wants animals with bright eyes, clear skins, glossy coats of hair, big appetites, and strong constitutions. He knows that a dull eye, rough dry coat, and listless attitude may come from poor rations. And, the good farmer corrects the ration he is feeding his animals.

Food is just as important for the health of people as feed is for the farmer's livestock. We make more mistakes in feeding ourselves and our children than the farmer does in feeding his cows, pigs, and chickens, because the farmer has an easier problem.

The farmer uses as livestock feed natural pasture, hay or forage, and grain.



No milk

Spinach but no milk

One teaspoon milk daily

Milk supplies plenty of lime for a strong skeleton and a healthy body.

We pile our tables with a great assortment of refined groceries and edibles of all sorts. From it all, we choose what most pleases the taste.

Because spinach is bitter, stringy, and messy looking, many do not eat it — although we *should* know we need the vitamin A it contains.

Because whole wheat bread is dark, coarse, and strong flavored, we turn it down for white bread — although we should know that whole wheat bread contains large amounts of vitamin B complex and phosphorus, which we need.



Milk is essential for growing children; it helps build bones and teeth.

Because milk is fed to babies and because we drink it instead of chewing it, we turn that down as “sissy” fare and not proper for grown men — although we should know that milk supplies calcium and vitamin B₂ or G (riboflavin) in abundance.

THE STANDARD AMERICAN DIET IS A FAILURE

The standard American diet of white bread, butter, meat, and potatoes, with rich desserts of pies, cakes, and puddings has been held accountable by doctors and food chemists for failure to supply what is needed to grow strong, healthy children and to maintain vigorous, long-lived, productive adults.

When we live on bread, butter, meat, potatoes, and pie we get too little of those foods with HEALTH PROTECTING qualities, and too much of those that merely produce heat and energy; too little milk, cheese, eggs, greens, yellow vegetables, and fresh fruits, and too much white bread, sugar, and refined cereals.

MILK IS OUR CHIEF HEALTH-PROTECTING FOOD

Of all the health-protecting foods, milk is most important because no other food can furnish, so abundantly and in such desirable form, the calcium needed for bones, teeth, and blood salts. Milk supplies sizable amounts of most of the vitamins, particularly vitamin B₂ or G (riboflavin) and also protein, fat, and milk sugar.

Milk is deficient in vitamin D. Therefore, for infant feeding, the addition of some form of the vitamin is essential. This vitamin is

obtained by (1) irradiating the milk (subjecting it to ultra-violet rays); (2) by adding the vitamin concentrate to the milk; or (3) by feeding the dairy cows irradiated yeast.

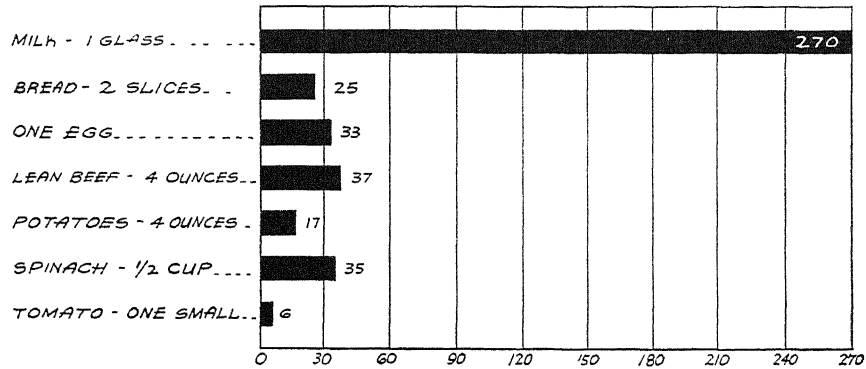


Milk provides material to build strong bodies for children.

Doctors and food chemists who have carefully studied the problem conclude that, to insure and protect abounding health, America must have at least a pint of milk each day for each person. Milk is placed, by these experts, at the top of the ideal American diet, because experiments with growing children and with animals of all ages have demonstrated the high food value of milk.

Also, it has been demonstrated that other foods cannot be substituted for milk except to the detriment of the user. Greens are the nearest substitute, but greens are not nearly as palatable.

Milligrams of Calcium in One Serving of Some Common Foods

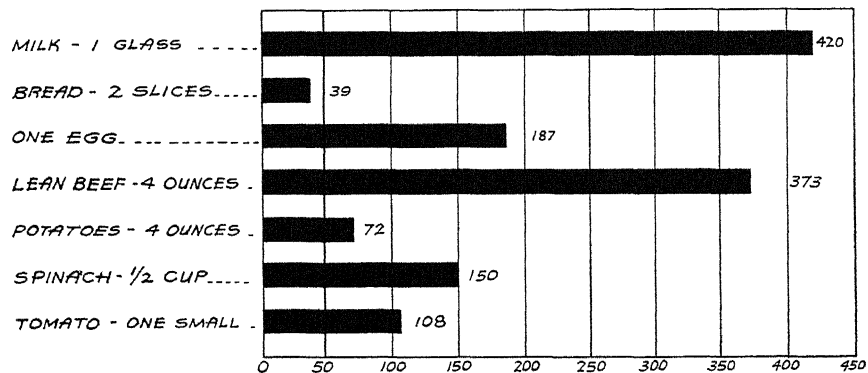


CALCIUM AND VITAMIN B₂ OR G (*Riboflavin*) ARE ABUNDANT IN MILK

Custom dictates that we take our food by servings of somewhat standard size. One serving of milk is ordinarily one glass. A serving of meat and potatoes is about four ounces of each.

The accompanying charts show the relative calcium and riboflavin content of one serving of our most common foods. It should be noticed that milk stands alone in this group of foods as a relatively rich source of calcium; while a serving of milk furnishes more riboflavin than a serving of any other food listed.

Micrograms of Riboflavin in One Serving of Some Common Foods



HOW TO CHOOSE A GOOD DIET

For all persons except infants, eight simple rules for eating will provide health protection as far as food is concerned. They are:

1. At least a pint of milk each day, or its equivalent in cheese.
2. One or more servings each day of leafy or yellow vegetables.



MILK CHEESE



GREEN AND YELLOW VEGETABLES

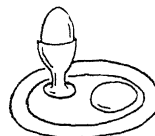
3. One or more servings each day of citrus fruits, tomatoes, or other vitamin C rich foods.
4. One egg a day, or at least four each week.



CITRUS FRUITS



TOMATOES



EGG

5. At least one serving each day of lean meat, poultry, or fish.
6. At least two servings each day of enriched bread or whole grain products such as whole wheat bread.
7. One or more servings each day of potatoes.



MEAT, POULTRY, FISH



WHOLE WHEAT BREAD



POTATOES

8. Other wholesome foods such as vegetables, fruits, cereals, fats, etc., should be used as desired, in addition to the health protecting foods listed in the seven rules given above.



FRUIT



CEREALS



FATS



SWEETS

RATS PROVE MILK IS NEEDED TO BALANCE THE DIET

The following experiment with a family of nine white rats (seven males and two females) illustrates the power of milk to protect health and provide for the proper growth of large, strong bodies. Dr. H. C. Sherman of Columbia University has reported similar results.

This rat family was left with the mother until weaned at the age of 21 days. At that time, the rats were placed in individual cages and each rat was given all it could eat of a food mixture consisting of wheat flour, dried lean beef, dried potatoes, butter, lard, and salt. The proportions were about the same as they are in the average human diet.



No milk Died at age of 7 weeks



One-fifth teaspoon of milk a day. Died at age of 7 weeks, 1 day.



Two fifths teaspoon of milk a day Died at age of 7 weeks, 3 days



Three-fifths teaspoon of milk a day Weight, 150 grams at 24 weeks old. Died at 32 weeks of age



One teaspoon of milk a day Weight, 175 grams at 24 weeks old



One and one-fifth teaspoons of milk a day. Weight, 190 grams at 24 weeks old



One and three-fifths teaspoons of milk a day Weight, 210 grams at 24 weeks old

MILK IN VARYING AMOUNTS MADE THIS DIFFERENCE!

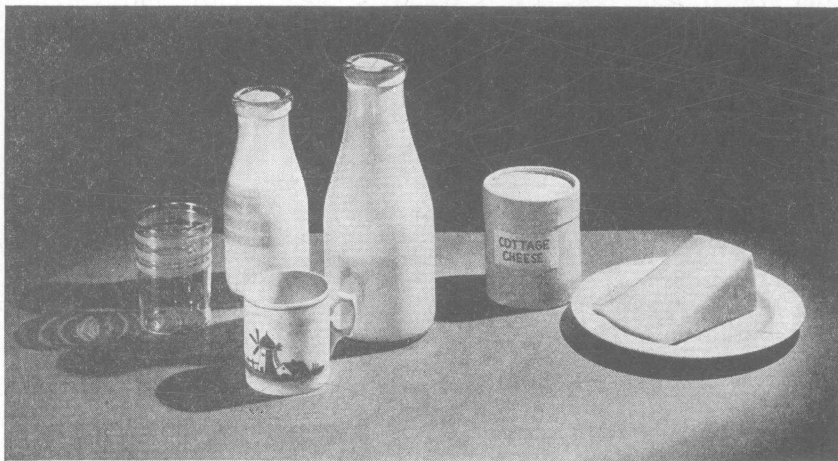
In addition to this mixture, varying amounts of fresh milk were fed daily, as described under illustrations above.

The rate of growth and length of life were directly proportional to the amount of milk consumed. Besides this, there was also a difference in the physical appearance of the animals. Those that had little milk were unthrifty and miserable looking, while the rats that got the most milk were sleek and healthy. One female, getting four-fifths of a spoonful of milk daily, never raised any young. Another female,

getting one and two-fifths spoonfuls of milk daily, raised two litters (these two females omitted in illustration).

If the experiment had been tried on a family of boys and girls and extended over 60 years, instead of with white rats through a normal rat life, the results would probably have been similar, since rats resemble human beings in food requirements.

Dr. Sherman has said that better nutrition, chiefly through more milk in the diet, could add 10 per cent to the average American life.



Milk and milk products are among the most important foods. If all children would consume the equivalent of a quart of milk a day and all adults the equivalent of a pint a day, the result would be a healthier and longer-lived people. This would be an easy way to attain health and longevity.

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